

**Amendments to the Claims**

Please enter the following amendments to the claims:

**Listing of Claims:**

1. (Currently Amended) A product container, comprising:

at least one ~~product selector, wherein the at least one product selector is~~ display comprising selectable items by for a consumer to identify via the display a physically tangible product for purchase;

at least one sensor operable to detect the consumer's presence in proximity to the product container, wherein the at least one display is operable to output content based at least in part on the consumer's presence;

a network interface, wherein said network interface facilitates communication of the product container with a network; and

a wireless access point which provides wireless communication via the network for at least one device associated with the consumer, wherein the wireless access point requests either validation of the consumer or payment information when the at least one device is determined to be within ~~the~~ a vicinity of the wireless access point,

wherein the product container is operable to dispense the product selected by the consumer.

2. (Original) The product container of claim 1, wherein the network is the Internet.

3. (Original) The product container of claim 1, wherein the product comprises consumer packaged goods.

4. (Original) The product container of claim 3, wherein the product comprises soft drinks.

5. (Original) The product container of claim 1, wherein the container is operable to communicate with a content server via the network interface.

6. (Original) The product container of claim 1, wherein the container is operable to receive information from the consumer, and wherein the container is further operable to upload the information received from the consumer to the content server.

7. (Original) The product container of claim 5, further comprising an output device, wherein said output device is operable to display content transmitted to said container from said content server.

8. (Original) The product container of claim 1, further comprising an output device, wherein said output device is operable to print receipts.

9. (Original) The product container of claim 8, wherein the output device is operable to print receipts comprising a reward indicator.

10. (Original) The product container of claim 1, wherein the container is selected from the group of containers consisting of a fountain machine and a vending machine.

11. (Currently Amended) The product container of claim 1, ~~further comprising at least one sensor~~, wherein the at least one sensor is operable to identify the presence or absence of a person near the product container, and wherein the at least one display is operable to output content based at least in part on the consumer's presence or absence.

12. (Original) The product container of claim 11, wherein the at least one sensor is selected from the group of sensors consisting of a motion sensor, a microphone, a light sensor, and a radio-frequency sensor.

13 – 41. (Withdrawn)